

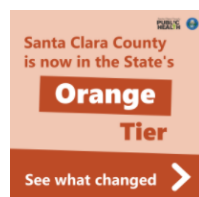


FINANCIAL ASSISTANCE & RESOURCES FOR BUSINESSES

This Newsletter is Courtesy of The City of Campbell's Economic Development Division

MARCH 2021

Santa Clara County Moves into Orange Tier



Santa Clara County moved into the Orange Tier of the State's Blueprint for a Safer Economy on March 23. The Santa Clara County Public Health Department released a statement on March 23 explaining how this change effects business operations and more. While the County's Risk Reduction Order requires everyone to follow all State orders and guidance, many of these activities remain very high risk even though they are now allowed. Read the County Public Health Department's statement [here](#) for details.

Get Your Passport to Campbell



Why spend money at other businesses outside of Campbell when you can help your local businesses for a chance to win a \$150.00 prize? Consumers who spend at least \$20.00 (tax included) at 12 different Campbell businesses can enter a drawing for a chance to win a prize from a Campbell business valued at \$150.00. Participants must be 18 or older. City of Campbell employees are not eligible. More details available at Campbellca.gov/ShopCampbellPassport. If you would like to obtain a free poster to place in your business' storefront window promoting this new program, email EconomicDevelopment@campbellca.gov.



Create or Enhance Your Business' Online Presence

The City of Campbell is implementing a web design program to help businesses create or enhance their online presence at no or low cost with the goal of increasing website visits and sales as more people buy online during the pandemic. In order to participate, please take this brief survey: [Creating or Enhancing Your Business' Online Presence](#).

New Round of CA Small Business Relief Grant Funding Opens March 25



The California Small Business COVID-19 Relief Grant Program's new round of funding will be open between March 25 and March 31. Current waitlisted small businesses applicants and non-profits not selected in Rounds 1, 2, or 3 and new applicants that meet eligibility criteria will be considered. Waitlisted applicants do not need to re-apply, but new applicants need to apply. Visit CAReliefGrant.com for details. Eligible applicants can apply for Grants up to \$25,000.

SBA Reaching Out to Businesses Eligible for Targeted EIDL Advance Funds



The SBA is in the process of contacting Economic Injury Disaster Loans applicants who are eligible for advance funds up to \$10,000. Eligible applicants include those located in low-income areas who previously received an EIDL Advance for less than \$10,000, or those who applied, but received no funds due to lack of available program funding. Applicants must also be able to demonstrate more than 30% reduction in revenue during an 8-week period beginning on March 2, 2020, or later. Use [SBA's mapping tool](#) to determine if your business is located in a low-income area. Visit SBA.gov for more details. Visit the [SBA's COVID-19 relief options](#) for updates and additional assistance options including the federal government's soon-to-be launched Restaurant Revitalization Grant Fund.

Potential Business Equipment Tax Savings for Eligible Business Owners



The County Assessor's Office is encouraging business owners to provide business equipment and machinery valuation information when filing their Form 571-L Business Personal Property Statement. The Assessor's Office will review potential value reductions if the market value of equipment and machinery has declined. While the filing deadline is April 1, business owners can file until May 7 without penalty.

The Assessor's Office assesses business equipment and machinery value if a business' total value of equipment and machinery exceeds \$10,000. More information is available from the [County Assessor's Office](#).

Free COVID-19 Testing in Campbell



The City of Campbell is partnering with the County of Santa Clara to offer COVID-19 testing in our community. Testing is by appointment only and offered at the Orchard City Banquet Hall. Appointments will open for scheduling seven days before the following testing dates: April 1 and 15 from 9:30 am - 4:00 pm

This testing site is not designed to test individuals with symptoms of COVID-19. Individuals with symptoms should contact their healthcare provider for evaluation and testing. Visit CampbellCA.Gov for more info.

Campbell Farmers' Market Open Every Sunday at Campbell Community Center



The Campbell Farmer's Market is open every Sunday from 9:00 AM to 1:00 PM at the Campbell Community Center at 1 W. Campbell Avenue.

The market takes place outdoors in the [parking lot next to the track](#). Free parking is available. There are limited entry points, masks required, and vendor booths spaced apart. More information is available from [Urban Village Farmers' Market](#).

Pop-Up Artisan Market This Weekend at the Pruneyard



The Campbell Chamber of Commerce is hosting an admission-free, open-air pop-up market March 27 and 28 from 10:00 AM to 4:00 PM at the Pruneyard's parking lot at the intersection of Campbell and Union Avenues. Local artisans will be selling a variety of handcrafted items including artwork, jewelry, clothing and more. Social distancing protocols will be followed and masks required for entry. More info is available from the [Chamber of Commerce](#).

Economic Development — Your Business Concierge in Campbell

More information and updates available at CampbellCA.gov

Questions? Email EconomicDevelopment@campbellca.gov

